

Rita Ugianskis

Tampa, FL | Rita@rufflc.com | 813.767.1208 | [linkedin.com/in/ritaugianskis](https://www.linkedin.com/in/ritaugianskis)

Executive Leadership Profile: C-Suite | GM | Managing Director | SVP

STRATEGY & EXECUTION | P&L MANAGEMENT | PARTNERSHIPS | MARKETING & BRANDING | TEAM LEADERSHIP

Leading transformational strategies and high-performing teams to deliver profitable business growth.

Commercial and executive team leader who has repeatedly driven business transformation and results, meeting and exceeding targets across industry sectors for revenue growth, profitability, brand awareness, expansion of the customer base, customer satisfaction, and market presence.

Business and brand builder from strategy and decision making through execution, starting with strong customer understanding, data gathering and analysis, and market insights. Proven ability to spearhead new value propositions, products, and go-to-market strategies. Entrepreneurial spirit and innovation balanced with financial discipline and continuous improvement.

Inspirational team leader, aligning effort and ensuring accountability to customer priorities and business goals. Creator of a fun and collaborative environment that values communication across functions, transparency, and integrity. Firm believer in the power of teams, combining complementary skills to achieve winning outcomes.

Additional Expertise:

COMMERCIAL (SALES & MARKETING) STRATEGY | CUSTOMER RELATIONSHIP BUILDING | BUSINESS DEVELOPMENT | BUSINESS TURNAROUND | OPERATIONS | BRAND EVOLUTION & STRATEGY | VENDOR MANAGEMENT | CHANGE MANAGEMENT

Experience

Rita Ugianskis Strategic Advisory, Tampa, FL | 2020 – present

Principal

Launched and grew boutique consulting practice to help clients “move the needle” on business growth, offering strategy expertise, best practices, rebranding, execution support, team coaching, and fresh perspective.

- Hired by former employer to develop and execute new brand strategy for portfolio that was not keeping up with industry needs; steered detailed project plan from data gathering, research, and discovery to decision-making to execution of full slate of branded marketing assets to be launched later in 2025.
- Played executive leadership and strategic coach role for industry association, guiding their operations manager on budgeting, vendor management/contracts, and marketing (with fresh look and feel), as well as org structure and management; helped build her skills and earn promotion to head of operations.
- Simultaneously supported sales team to drive customer-centered go-to-market strategy execution; also assessed marketing manager’s skillsets and facilitated transition to a new role better suited to her strengths.
- Influenced record post-pandemic results, including participation, customer satisfaction, and revenues.

Clarion Events North America, Shelton, CT | 2021 – 2023

Vice President, Food & Beverage Portfolio

Recruited by former manager to drive post-pandemic financial recovery of a 3-sector product portfolio and ensure largest sector’s successful divestment. Managed 3 sales, marketing, content, and operations teams (32 people total) with full P&L. Reported to CEO North America and member of the Clarion US Leadership Team.

- Drove significant total portfolio growth with YoY revenue up 19% and YoY EBITDA up 31% in 2023, positioning products for successful divestiture in Q2.
- Conceived new strategy and new price structure, and hired critical new team leaders, delivering one sector’s full revenue recovery one year earlier than forecasted, with revenue up 59% and EBITDA up 97%.
- Spearheaded product rebrand for 2 additional sectors, clearly redefining value proposition, and driving entirely new content strategy to better support customer needs and their financial recovery; achieved double-digit growth in revenue, EBITDA, and participation over pre-pandemic levels.

- Re-engaged and developed new productive relationships with 4 association partners.
- Successfully negotiated the exit from a contractual relationship with an industry entity that was not working for the portfolio and not compatible with company values.
- Assessed organizational structure across the portfolio and made changes to better support the financial recovery of the businesses while creating growth opportunities for promising members of the team.

Advertising Specialty Institute, Trevoese, PA | 2014 – 2020
Senior Vice President and General Manager, ASI Show (2016 – 2020)
Vice President and General Manager, ASI Show (2014 – 2016)

Recruited by CEO of former company to lead key business division with a declining multi-product portfolio. Managed sales, marketing, content, and operations with full P&L accountability. Until the pandemic when the business ceased operating, served on senior leadership team and directed team of 40 with 5 direct reports.

- Crafted/sold business case to revamp product portfolio based on market research and financial analysis; launched new products and consolidated other products to optimize ROI.
- Delivered record breaking year in 2019: 9% revenue growth and 65% profitability growth.
- Developed and drove comprehensive and targeted sales, multi-channel marketing, and communications strategy; reorganized team and hired 50% new talent to deliver on new strategy and brand promise.
- Moved one product group with significant growth potential from #3 to #1 position in the market.

Informa (formerly Penton Media), New York, NY | 1999 – 2014
Managing Director, Waste Industry Group (2010 – 2014) | Group Show Director (1999 – 2010)

Recruited by former manager and promoted to lead multi-product portfolio for key sector. Led sales, marketing, content, product, operations, and financials. Served on senior leadership team; managed up to 25 (4–5 directs).

- Developed unified branding and go-to-market strategy for the first time, effectively articulating value proposition across digital, print, and event products and solidifying company profile as top industry resource; secured 2 win-win contract renewals with association partner.
- Consistently outpaced industry annual growth rates, achieving 49% revenue growth, 41% growth in customer base, and 12% growth in profit margin between 1999 and 2014.
- Revamped existing products, launched new products, and revitalized editorial staff and content strategy.
- Elevated caliber of sales team via upskilling and talent acquisition, reorganizing territories, and introducing new processes and tools for enhanced customer service and product representation.

Prior marketing leadership roles with RX Global.

Additional Leadership

Henry B. Plant Museum, Board of Trustees (2022 – present)
Channel District Community Advisory Committee, Member appointed by City of Tampa (2021 – 2022)
Channel District Community Alliance, Treasurer (2020 – 2022)
Feeding Tampa Bay, volunteer (2020 – 2021)
Society of Independent Show Organizers (SISO)—Board Member, Sustainability SIG Chair (2017 – 2020)
Women in Exhibitions, North America—Co-Chair, Membership Committee (2021)
Sustainable Events: Big Initiative Group (SEBIG)—Co-Chair (2020)

Education

University of Connecticut
Master of Business Administration (MBA), dual concentration in Marketing & Management
Bachelor of Science (BS), Liberal Arts & Sciences, concentration in Biotechnology